

**Carhartt is the original US workwear brand that has been creating high-quality workwear since 1889 to serve and protect hardworking people. Our products are robust and excel in durability, comfort, functionality, fit and styling. Customers and craftsmen appreciate our products and have often been fan of our legendary American brand for many years. Our products can be used for many (professional, crafts and active outdoor) activities and can be worn during and after work.**

For our EMEA Management Team, Carhartt EMEA/PAC is now looking for a

## **eCommerce Manager**

### **Job Purpose**

The eCommerce Manager owns the commercial result of carhartt.com in EMEA and leads the EMEA eCommerce team. The role is trade- and stock-driven: it plans forward from inventory, OTB (buying) and marketing programs to steer demand, assortment and campaigns, rather than reacting to last week's numbers.

The channel wins on three drivers this role must do very well: trade sharply, market efficiency and control cost. The eCommerce Manager owns the P&L within the EMEA-influenceable perimeter — revenue, margin, media, agencies, team and other costs we control — and works the platform, tooling and roadmap agenda through the US Digital Center of Excellence (COE). Day-to-day trading sits with the team; the eCommerce Manager carries final responsibility for the result.

The eCommerce Manager is a member of the EMEA Management Team and works closely with fellow MT members; the role reports to the Sr. Manager Sales and informs the SMT where needed.

### **Duties and Responsibilities**

- Own the EMEA eCommerce P&L within the EMEA-influenceable perimeter and use it as the primary steering tool to keep eCommerce a profitable channel.
- Run a trade- and stock-driven planning cycle: pre-season sign-off, in-season reforecast and a weekly trading rhythm, built on stock position, OTB and marketing programs.
- Ensure the team structure consists of all functions to ensure day-to-day trading execution is carried out by named owners.
- Delegate trading execution to the team but retain final accountability for commercial decisions and outcomes.
- Provide bottom-up input to the annual eCommerce budget and growth plan; manage the budget in-season to hit it.
- Own marketing efficiency: paid media, agencies, CRM and affiliates deliver against margin, not revenue alone.
- Own data, attribution and compliance for the channel: one agreed source of truth, tag and privacy governance, named ownership for every finding.
- Be the EMEA counterpart to the US COE and US D2C team: represent EMEA priorities in platform, data and roadmap discussions and translate global decisions into EMEA execution — through tickets, relationships and persistence.
- Work with the EMEA Merchandising and Demand & Supply Planning teams so eCommerce insight feeds buying, availability and stock health.
- Report progress against the commercial plan to the MT and SMT with consistent, multi-week KPIs.

### **Key Performance Indicators**

- P&L within the EMEA perimeter: revenue, margin and profitability.
- Stock and trade health: sell-through, weeks-of-supply, markdown discipline.
- Marketing efficiency: blended and paid ROAS above break even, cost-to-serve under control.
- Planning discipline: pre-season and in-season cadence met, plans adapted weekly.
- Team engagement, retention and growth of capability.
- Quality of alignment with the US COE, MT and SMT.

### **Leadership skills**

- Establish team leadership through demonstrating expertise and ability to lead and train team and direct reports; inspire direct reports to contribute to team and company success.
- Drives vision and purpose; actively shares information with team and communicates clearly about short term and long-term strategies, plans and related goals.
- Build a high-performing team organized around clear functions and ownership, not around who happens to be available.
- Act respectfully and ensure that team members feel heard and understood, valued, and supported.
- Lead with compassion and keep the professional distance needed to hold the team to the commercial target.
- Effective and empathetic leader and communicator; communicates in a clear, concise, and organized manner.
- Motivates and challenges team members to stretch towards a higher level of performance; clearly sets performance expectations and periodically discusses and evaluates performance (mid-year and annual review).
- Actively involved in recruiting to scale the team with business, in collaboration with HR.

### **Entry Requirements**

- Bachelor's degree required; graduate degree in business preferred.
- 7+ years in eCommerce, trading, merchandise planning and/or P&L management, preferably retail or apparel.
- Has owned a multi-million-euro channel P&L and its cost structure, with independent commercial planning, agency and budget decisions.
- Hands-on stock- and trade-driven planning: demand forecasting, assortment, OTB, markdown.
- 3+ years direct people management; has built or restructured a team across a multi-lingual, multi-currency footprint.
- Proven ability to work in a US or global HQ in a matrix organization; earns priority through dialogue and relationships, not confrontation.
- Strong analytical skills; turn data into actionable proposals.
- Fluent English; excellent communicator, follow-up and follow-through.

**What do we have to offer?**

Carhartt is a family-owned company for over 135 years now and stands for transparency, honesty, authenticity, and respect. The Carhartt EMEA/PAC team currently consists of around 90 associates. We offer a 37-hour week, a hybrid way of working, a strong employee benefits package, 25 leave days per year. We supply you with home office equipment in case you would like to work from home for part of the (hybrid) workweek. Finally, we have a great EMEA team that we would like you to join in our beautiful office in Amsterdam-Oost!

**Employee Benefits:**

Salary range for this role: € 6.500 – 7.000, = gross per month

We offer a performance-based bonus, non-guaranteed, based on annual goals.

We do not offer sponsorship for this role.

**Application process**

We will (only) contact candidates with a suitable background (see entry requirements) and potential match for this role who live in the greater Amsterdam area. Please apply with your CV (Resume) and motivational letter. The first interview will be online (via Teams), the second interview will take place at our office.

**Interested? We would like to hear from you!**

Please apply via LinkedIn Recruiter.